

**Corporate Sponsorship Marketing Plan
Middle Peninsula Planning District Commission &
Middle Peninsula Chesapeake Bay Public Access Authority
Corporate Sponsorship Marketing Plan & Virginia Water Trails Page Updates
PLAN**

OBJECTIVE

The objective of this document is to outline a Corporate Sponsorship and Marketing Plan that enables the Middle Peninsula Chesapeake Bay Public Access Authority and Virginia Water Trails to develop a revenue generating product / program for these ecotourism and outdoor recreation economic development tools to remain sustainable. That is, these programs need funds to operate, for maintenance and for marketing. While generous grant programs have helped these programs flourish in the past, future growth and sustainability must be built on developing corporate and private industry support.

This Corporate Sponsorship and Marketing Plan program includes two distinct programs – a sustainable funding stream and a major donor / sponsor funding stream.

This document outlines the background, program details and way ahead for both.

SETTING THE SCENE – SUSTAINABLE FUNDING STREAM

The sad truth about living and marketing tourism related destinations and experiences in a post COVID-19 world is that the tactics and techniques that could have worked before are likely not able to work moving forward. Why? Because business interruptions as a result of government mandated closures to slow the spread of the virus changed the way businesses are marketing themselves.

While those changes would have come eventually – reduction in sponsorships of programs and causes as an advertising channel, for example – they were accelerated because of COVID-19.

Quite simply, gone are the days when a business could justify spending company dollars to sponsor an organization, cause or event they were passionate about – just because. Gone are the days when a logo and link over to a website as thanks for that sponsorship is enough.

Sponsorships need to be, moving forward, treated like products. They need to provide a value. And that value needs to be measured.

Enter influencer marketing and native advertising – two powerful marketing and advertising tactics that have been growing in popularity and effectiveness over the years.

By definition, influencer marketing is a form of social media marketing that uses a brand or person to provide endorsements and product placement. Simply put, an Instagram user with 40,000 followers talking about why they love a product has value.

By definition, native advertising is a type of advertising that matches the form and function of the platform upon which it appears. In many cases it functions like an advertorial, and manifests as a video, article or editorial. For example, native advertising could be a blog post on a company or organization published on the Virginia Water Trails or outdoor recreation website. The blog post would be accessible to the visitors of the website, would link over to the company page of the organization mentioned and would provide exposure value. Native advertising, also called sponsored content, must be labeled as such. Of note, native advertising is typically created by the purchaser and sponsored content is typically created by the organization.

PRICING STRUCTURE – SUSTAINABLE FUNDING STREAM

Influencer Marketing

- Facebook: \$25 per 1,000 followers per post
- Instagram: \$10 per 1,000 followers per post

Social media influencer rates can vary greatly and should take into account the following:

- Number of followers
- Engagement per post, on average
- Fit of the advertisement
- Number of posts requested
- Type of post (image, video, audio, etc.)
- Effort required to develop the content (i.e. will organization provide the image/creative or will the company?)

In the world of influencers, Rural Coastal Virginia, the Public Access Authority and Virginia Water Trails has the opportunity to become a MICRO INFLUENCER. In the world of social media influencers, there are generally MICRO (less than 10,000 followers), MIDDLE and MACRO (millions of followers). Micro influencers tend to be more approachable, have lower and more affordable rates for companies and are more connected and engaged with their followers.

Suggest starting out offering a select group of businesses a 50% discount on these published rates as first time users to help grow the program.

Sponsored Content / Native Advertising

\$500 per blog post

- Includes development of blog post with professional writer
- One stock image to support content OR use of provided imagery from company
- 4 hyperlinks in blog post to company requested website / page
- Sharing of blog post on social media channels (Facebook, IG as LINK IN PROFILE and, when applicable, Twitter and LinkedIn)

\$750 per blog post

- All of the above + inclusion of link to blog post in monthly email newsletter

Sponsored content (blogging) rates can vary greatly and should take into account the following:

- Number of unique visitors to the website each month / year
- Fit of the advertisement
- Number of blog posts requested (discounts offered for packages of more than 1)
- Level of effort required for blog post (i.e. will company provide the content to be edited by the organization or will organization write it)
- Multi-media requirements of blog posts (i.e. will photos and videos be provided by company or will organization need to purchase stock or shoot custom imagery to support)

Suggest starting out offering a select group of businesses a 50% discount on these published rates as first time users to help grow the program.

IMPORTANT NEXT STEPS – SUSTAINABLE FUNDING STREAM

As noted above, the more followers an influencer has on social media and the more unique visitors an organization has to its website, the higher a price they can command for a program like this.

As a result, it is imperative that the organization – whether the Virginia Water Trails or Middle Peninsula Chesapeake Bay Public Access Authority – continue to grow its fan and follower base.

How do you do that?

- Develop strategic editorial calendar.
- Maintain daily (or min 5x per week social media communications on channels aiming to grow).
- Maintain content schedule on website and share that content on social media (that is, publish blog posts at least once per week, share those posts on social media).
- Grow email marketing lists / databases (to have more people to communicate with by hosting social media giveaways, raffles, etc. Enter to win with email address).

SUGGESTED MESSAGING FOR SALES OF PROGRAM – SUSTAINABLE FUNDING STREAM

It's all about a connection. A connection of our natural resources to people who want to enjoy them. A connection of visitors to the businesses in the region. A connection of your company to the audience we spend a great deal of time cultivating!

CONNECT with US and allow US to CONNECT you to our AUDIENCE!

Who Are We?

Describe website here and mission per the organization (i.e. Middle Peninsula Chesapeake Bay Public Access Authority outdoor recreation page, Bay Direct, Virginia Water Trails, etc.)

Engagement of Visitors

Unique Visitors: XXX

Average Time on Site: XXX

Geography: XXX

Social Media Statistics

Facebook Followers: XXX

Instagram Followers: XXX

Email Database

Subscribers (all opt in): XXX

Why Support Us?

Outline here the mission of the organization placing the content (i.e. Middle Peninsula Chesapeake Bay Public Access Authority outdoor recreation page, Bay Direct, Virginia Water Trails, etc.)

What Our Partners Say

Outline details here about successful influencer clients and sponsored content stories.

SETTING THE SCENE – MAJOR DONOR FUNDING STREAM

Major donors are those who give a significant amount to an organization. Though who your major donors are and what amount is considered “significant” will look different depending on the size and scope of your organization.

For the purposes of this corporate sponsorship program and its major donor funding stream, it's the donation of time, talent and treasure that is considered major.

Time here is defined as volunteering, talent as providing in-kind services or products needed to enhance the organization, and treasure as actual funds.

PRICING & REWARD STRUCTURE – MAJOR DONOR FUNDING STREAM

TIME (calculated at \$25 per hour of support to equivalent treasure donation)

0-20 HOURS = \$0-499

- Official letter of thanks (on organization letterhead) acknowledging the volunteer time in hours and value.
- Admission into the Volunteer Corps of the organization.

21-40 HOURS = \$500-999

- All of the benefits above +
- Name listed as volunteer on website.

41-100 HOURS = \$999-2,499

- All of the benefits above +
- Annual thank you note from leadership of organization and a \$25 gift card to a local restaurant as thanks for the time and support.

101-199 HOURS = \$2,500-4,999

- All of the benefits above +
- Free rental of publicly accessible property one time during year following logged volunteer time.

200 HOURS+ = \$5,000 and above

- All of the benefits above +
- Free rental of publicly accessible property two times during year following logged volunteer time.

TALENT (value of item donated)

\$0-499

- Official letter of thanks (on organization letterhead) acknowledging the gift.

\$500-999

- All of the benefits above +
- Photo of gift shared on organization's social media channels.

\$999-2,499

- All of the benefits above +
- Gift noted on an online list of gifts provided to the organization.

\$2,500-4,999

- All of the benefits above +
- Press release and extended caption of gift shared with applicable media outlets.

\$5,000 and above

- All of the benefits above +

- Blog post / story of gift added to website and shared on social media channels (to include backlinks and custom photography).
- Free rental of publicly accessible property two times during year.

TREASURE

\$500

- Official letter of thanks (on organization letterhead) acknowledging the gift.
- Name or company listed in annual report, if applicable.

\$1000

- All of the benefits above +
- Photo of company or donor shared on organization's social media channels.

\$2,500

- All of the benefits above +
- Logo placed year-round on organization website.
- Press release and extended caption of gift shared with applicable media outlets.

\$5,000

- All of the benefits above +
- Free rental of publicly accessible property four times during year.

\$10,000

- All of the benefits above +
- Free MONTHLY rental of publicly accessible property during year.

**Naming opportunities for properties would be made available.*

***Custom sponsorship opportunities would be made available.*

IMPORTANT NEXT STEPS – MAJOR DONOR FUNDING STREAM

- Develop an ADVANCEMENT or DEVELOPMENT Volunteer Committee to oversee the program.
- Develop list of what a donation will get a donor – that is, a XXX donation will pay for a XXX on a publicly accessible property, or will rebuild a duck blind that can be rented for hunting.
- Develop a list of “wish list” items for each of the publicly accessible properties and the costs associated with each.
- Develop a list of eligible projects for volunteers to complete on publicly accessible properties for volunteers to choose from.
- Develop a process to track volunteer hours to certify time on site. Volunteers with a certain number of hours logged will receive acknowledgement.
 - Volunteer tracking module on website would be ideal.
- Develop print materials outlining the details of the major donor program.
- Add details of major donor program to applicable websites.

- Develop list of key organizations who would be target asks for custom sponsorship opportunities (i.e. on the Middle Peninsula, out commuters to the shipyard in Newport News could benefit from a fishing pier they have continual access to in the region and the shipyard could sponsor the construction of it).